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SAS ENTERPRISE MINER. Data Mining Techniques

Martha Abell

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SAS ENTERPRISE MINER. Data Mining Techniques Martha Abell
This book presents the most common techniques used in data mining in a simple and easy to understand way through one of the most common software solutions from existing in the market, namely the SAS software. It seeks to clarify the original purpose as related applications traditionally qualified as difficult or opaque methods. It seeks to present applications of data mining without handle high theoretical mathematical developments or complicated algorithms, which is the most common reason for the difficulties in understanding and application of this material. In the text the concepts of data mining in the simplest way possible, so as to be intelligible to readers with diverse backgrounds are described. The chapter begins by describing the techniques presented in accessible language and then how to address them through practical applications.

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